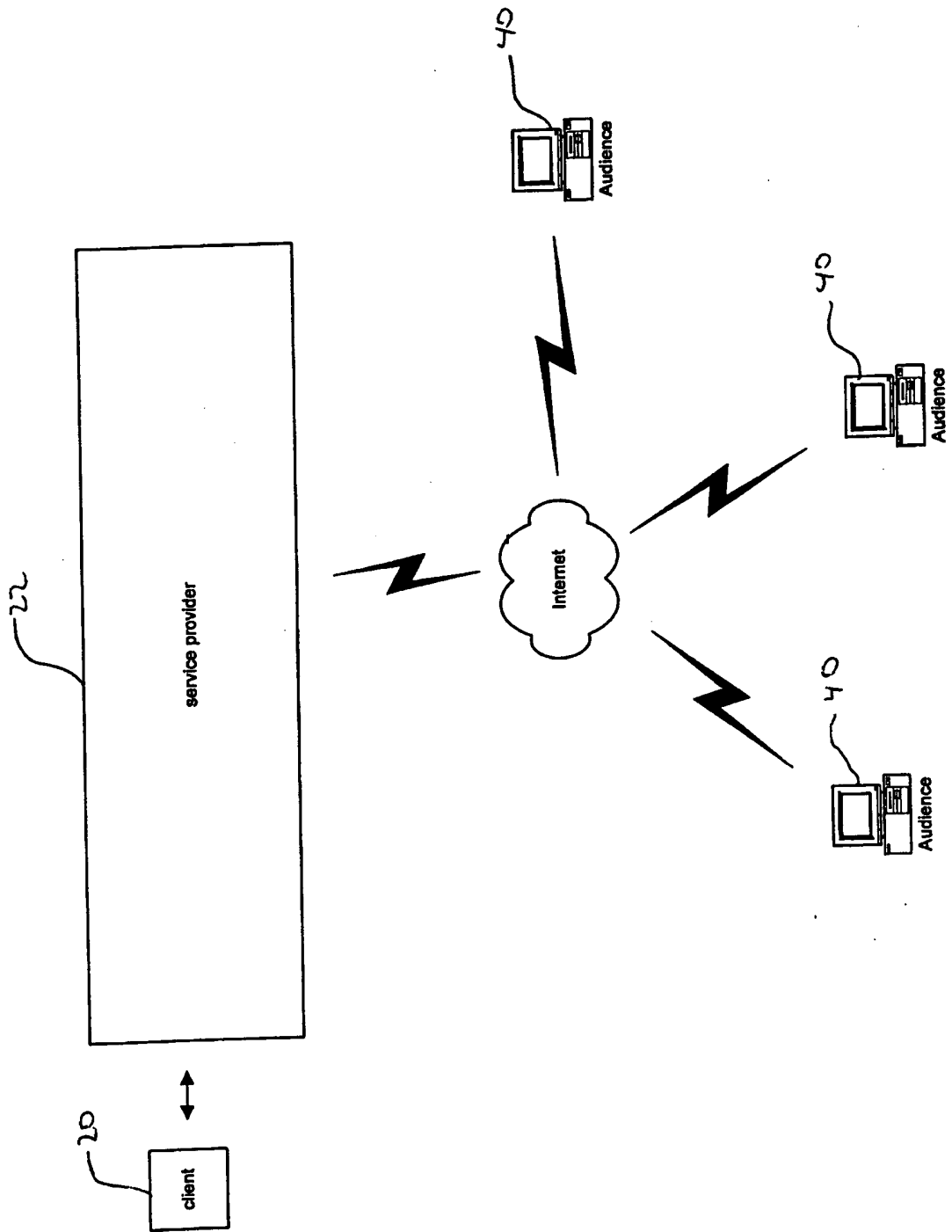


FIG. 1



**FIG. 2**

Line 1  
 5 week campaign.  
 Target campaign GRP =5.0  
 Booked campaign amount = \$500,000

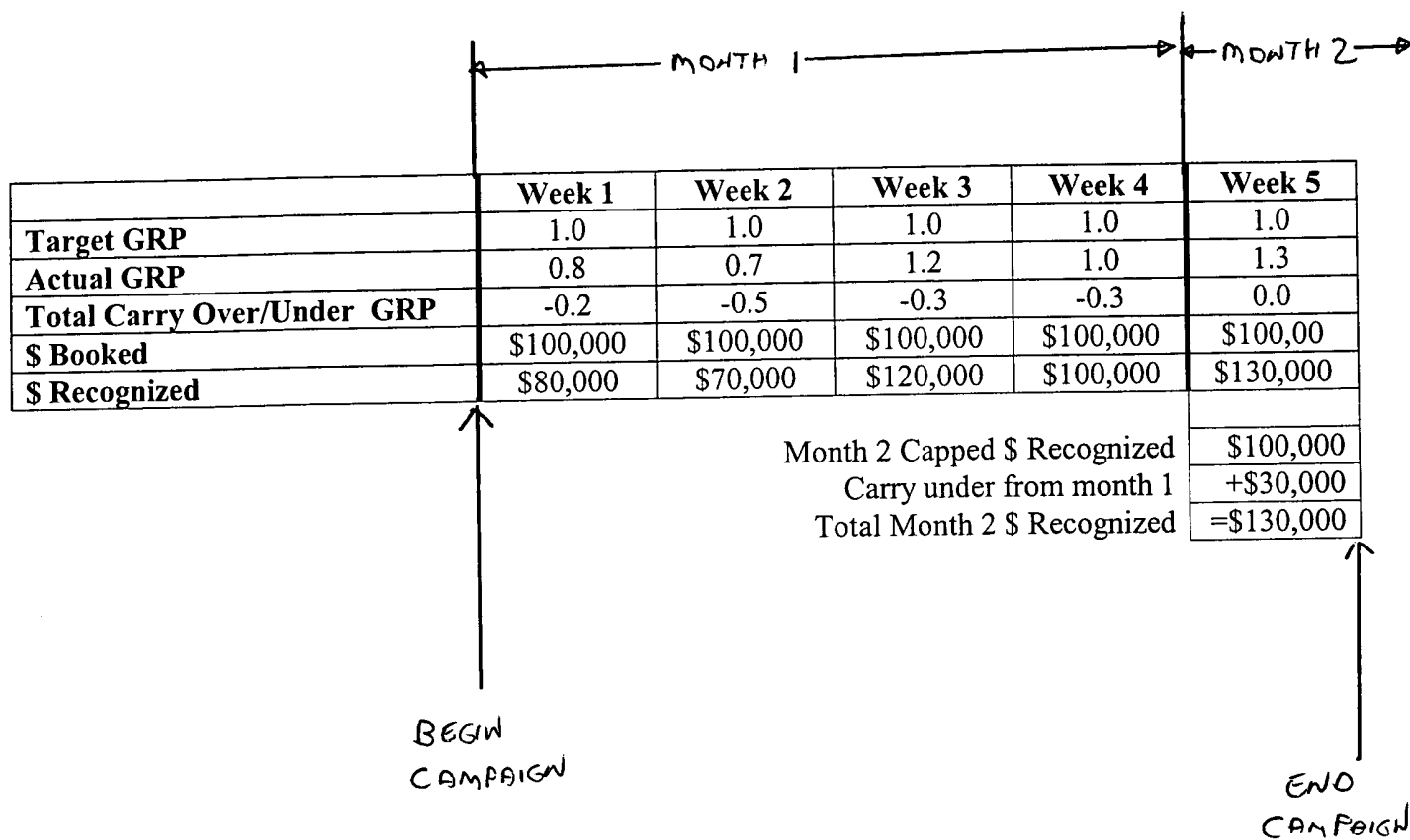


FIG. 3a

Line 2

5 week campaign.

Target campaign GRP = 7.0.

Booked campaign amount = \$350,000.00

	LINE 2				
	Week 1	Week 2	Week 3	Week 4	Week 5
Target GRP	1.4	1.4	1.4	1.4	1.4
Actual GRP	1.1	1.5	1.4	2.6	0.7
Total Carry Over/Under GRP	-0.3	-0.2	-0.2	+1.0	+0.3
\$ Booked	\$70,000	\$70,000	\$70,000	\$70,000	\$70,000
\$ Recognized	\$55,000	\$75,000	\$70,000	\$130,000	\$35,000
					3d 4d
	MONTH 1				MONTH 2

FIG. 3b

Line 2							
Week 5 (Expanded View)							
Day of Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Target GRP	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Actual GRP	0.1	0.1	0.1	0.1	0.1	0.1	0.1
\$ Booked	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
\$ Recognized	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
	3 days			4 days			
Target GRP	0.6			0.8			
Actual GRP	0.3			0.4			
Total Carry Over/Under GRP	+0.7			+0.3			
\$ Booked	\$30,000			\$40,000			
\$ Recognized	\$15,000			\$20,000			
	MONTH 1			MONTH 2			

Actual Month 2 Recognized Revenue = \$20,000  
 Total Carry Over Amount including Month 1 = +\$35,000  
 Total Recognized Revenue for Month 2 = \$55,000  
 Capped Total Recognized Revenue for Month 2 = \$40,000

FIG. 4

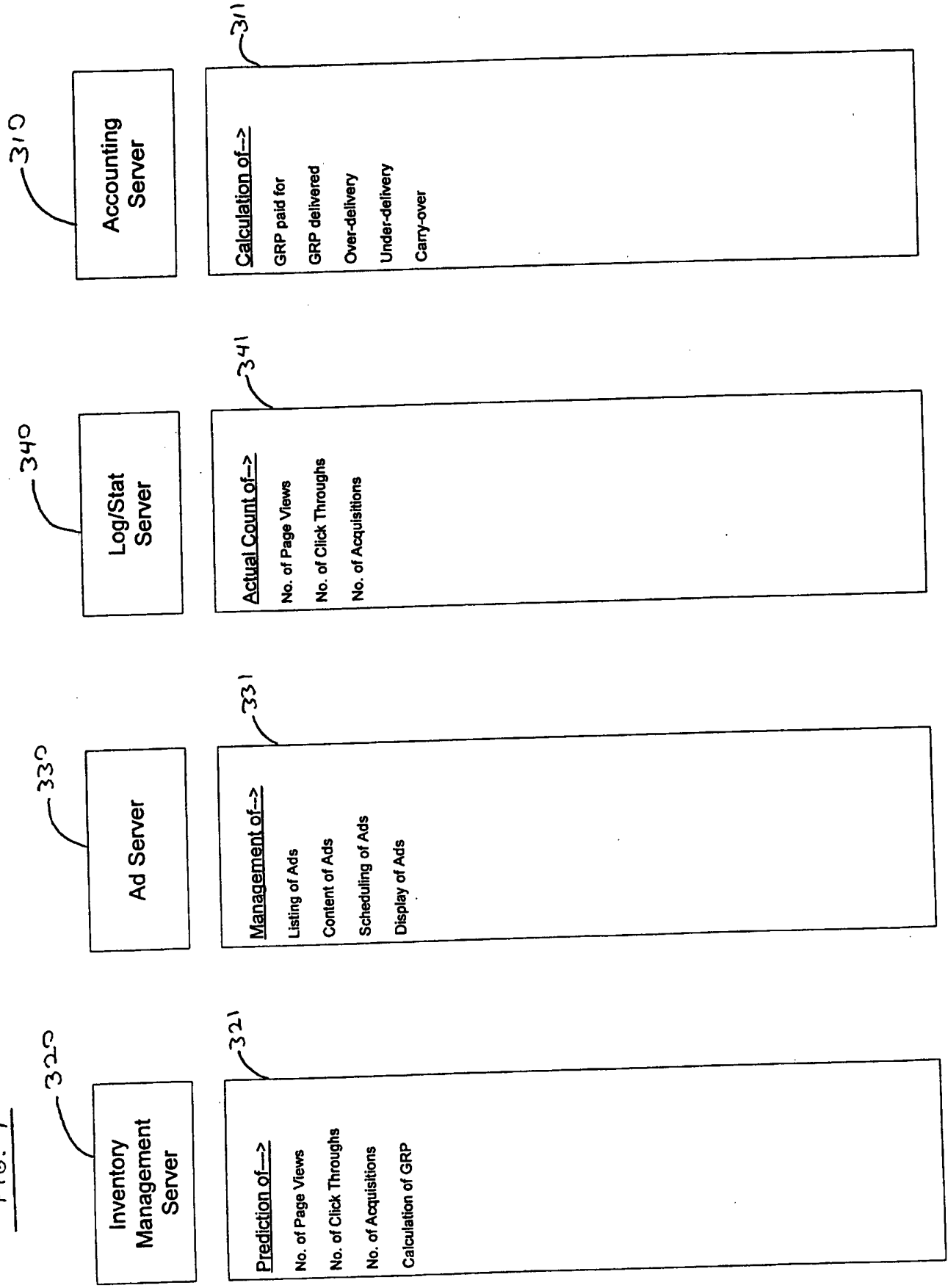


FIG. 5

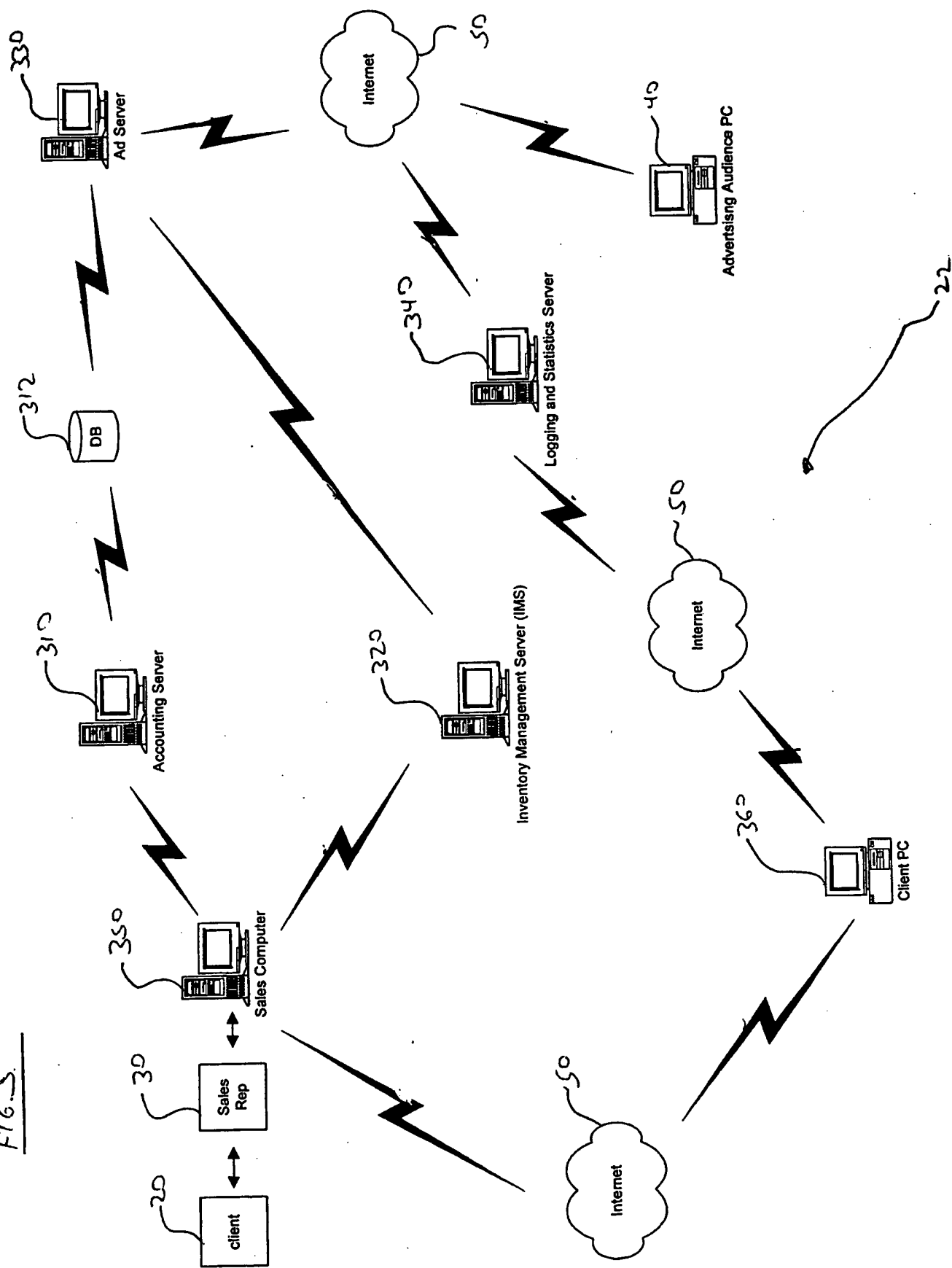


FIG. 6a

Line	Line ID	Line Type	Amount	Inst/Clicks	Line Start	Line End	Property	Status	Rev Flag	Dr
1	1526335	CPI	\$168,750.00	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None	E
2	1526336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	None	E
3		RF	\$0.00	0		02-23-59		Modifiable	None	N

Placement	3778032	Ad	delivered drop	Estimate	3778032	30-SEP-2001 00:00	30-OCT-2001 23:59
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[illegible]



FIG. 5d

[illegible]

Line	Line ID	Line Type	Amount	Imgs/Clicks	Live Start	Live End	Property	Status	Rev Flag
1	1626336	CPI	\$169,750.00	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None
2	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus
		RF	\$0.00	0	23-JUL-2002 00:00	31-DEC-2002 23:59	Modifiable	Modifiable	None

Line	Line ID	Line Type	Amount	Imgs/Clicks	Live Start	Live End	Property	Status	Rev Flag
1	1626336	CPI	\$169,750.00	0	30-SEP-2001 00:00	30-SEP-2001 23:59	direct market	Frozen	None
2	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00	30-OCT-2001 23:59	direct market	Frozen	Bonus
		RF	\$0.00	0	23-JUL-2002 00:00	31-DEC-2002 23:59	Modifiable	Modifiable	None

☐ Non Search    ☐ Upper    ☐ Lower





FIG. 5h

[illegible]

[illegible]